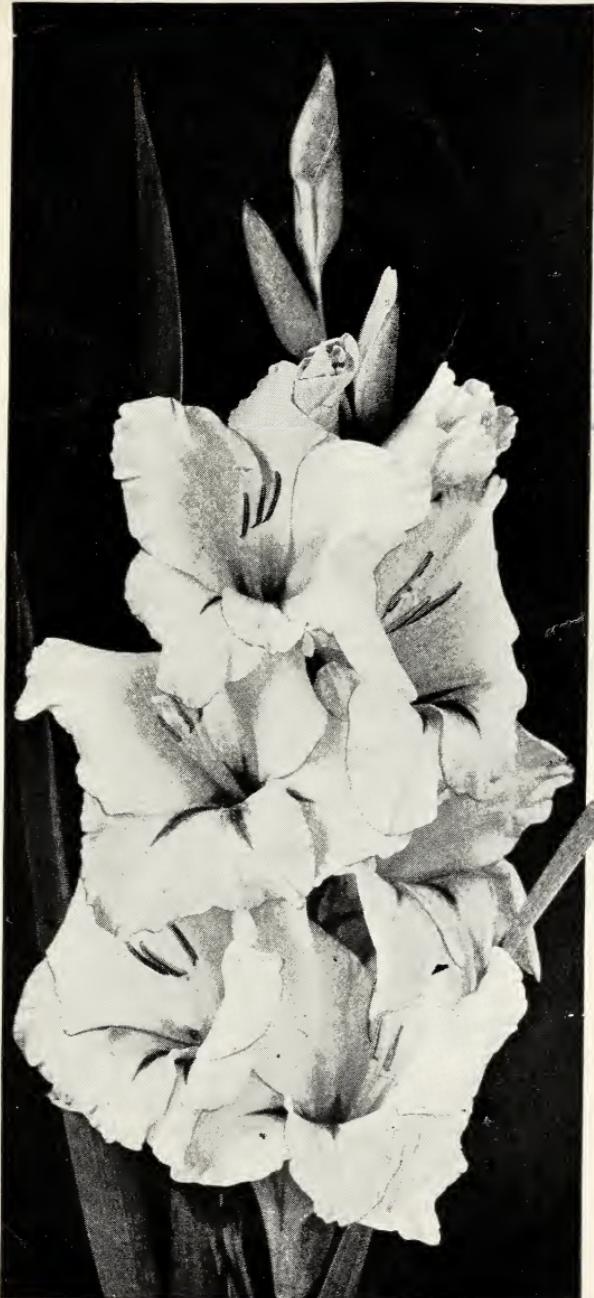


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GLADIOLI  
*of*  
QUALITY

FEB 9 1925

From  
The Foot of the  
Rainbow

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9  
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5

C. R. HINKLE  
Gladiolus Specialist



### PINK PERFECTION

**\*Pink Perfection.** One of the most beautiful; so greatly in demand that we can scarcely keep sufficient stock. Large, well-opened lily-shaped flowers, closely set on spike carrying many buds; six or seven open at once, with many others showing color, like rose-buds. Color an exquisite soft, yet bright pink, nearly apple-blossom, sometimes flushed and feathered darker. Stems often curving, which adds grace to its charms. The above photograph does not do it justice as the flowers were from small bulbs, but it shows the possibility of graceful arrangement. \$1.50 per doz.

# The Modern Gladiolus



THE MODERN GLADIOLUS, with its wonderful beauty and astonishing variety of colors, has grown so rapidly in the good opinion of the public that it is today the favorite flower of the people.

I could write pages of eulogy and praise, but there is nothing more impressive than the simple statement of the following facts:

It is the most desirable and attractive of all flowers because:

It is wondrously beautiful and infinitely varied in its beauty.

It is of the easiest culture.

It will grow almost anywhere, in any soil.

It is free from disease and attacks of insects.

It is practically certain of bloom.

It is attractive as a bedder and unequalled as a cut flower.

It is of moderate cost.

The Gladiolus is without doubt the one flower best adapted, by name and nature, to bring Glad-ness to all beholders. Pronounce it as you will, "Gla-di'-o-lus," if you prefer, "Glad-i-o'-lus" if you like; it has no more fitting name than the "GLAD."

The growing of Gladioli is not merely a business with me, but a pleasure, and it is gratifying to know that the growing of bulbs I have sent out has brought pleasure and happiness to thousands of others.

It is my sincere purpose to send out only bulbs of such size and quality as will produce best bloom and each year I say:

**"I guarantee my bulbs to give entire satisfaction!"**

I endeavor to conduct my business upon the principle: "He profits most who serves best."

This book contains a carefully selected list of varieties, from which you may choose with assurance of satisfaction. It includes a wide range of colors and color combinations in time-tried standards and tested novelties, some of which are not obtainable elsewhere.

Let me make impressive the admonition to order early; each year various sorts are sold out and late orders unfilled.

Remit with order please; Draft or Money Order if convenient.

C. R. HINKLE, Lake Shore Drive: ST. JOSEPH, MICHIGAN

Either four or six bulbs of one variety at dozen rate.

Prices shown include delivery.

Varieties marked with an asterisk (\*) have special merit.

## Standard and Fancy Varieties

**\*Alice Tiplady.** Considered one of the finest Primulinus Hybrids ever produced. Large flowers of an exquisite rich, orange saffron. \$1.00 per dozen.

**\*Baron Hulot.** Rich dark violet-purple; the best of its color, and in such demand that stocks are quickly sold out. It is strikingly beautiful in combination with cream or yellow sorts. \$1.25 per dozen.

**Best Violet.** Bright rosy amaranth or wine purple. Beautiful and unusual color; many flowers open at one time; fine spike. \$1.50 per dozen.

**\*Conspicuous.** One of the prettiest and most satisfactory of the blues. Light blue, with dark blue blotch having yellow center. Beautiful and attractive, resembling a pansy in coloring and marking. \$1.50 per dozen.

**Faerie.** One of the earlier productions of Mr. Kunderd which has never become common. Beautiful flower of delicate rosy pink, with creamy yellow blotch and throat. Many open on strong spike. Exquisite cut flower. Fine pink and cream combination. \$1.50 per dozen.

**\*Flora.** Here is the best yellow—after Golden Measure. It is a splendid, strong growing sort. Soft yellow, almost self, markings very light. As sturdy a grower as Schwaben, but slightly darker in color, and practically free from blotch or marking. \$1.50 per dozen.

**Glory of Kennemerland** (Roein van Kennemerland). One of those beautiful things that Holland has given us. Comparatively new, and uncommon. Growing rapidly in favor as it becomes known. Florists are much attracted by it, and florists know the good ones. It is a very rich, deep rose, with golden yellow blotch and throat. Flower very large, of wide-opened bell-shape, with rounded petals. No other resembles it. Try it. \$1.50 per dozen.

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L A K E   S H O R E   D R I V E,   S T.   J O S E P H,   M I C H I G A N

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**\*Halley.** Delicate salmon-pink of roseate tinge; lower petals creamy, with crimson penciling; large waxy flower; extremely early, being the first really good flower to bloom, with the exception of the new and extraordinary novelty, "Elizabeth Tabor," listed hereafter. Halley should be in every garden. 75 cents per dozen.

**L'Immaculee.** Beautiful pure white flowers, without blotch or marking; many open at one time, making a plume of white, on tall, graceful stem. There is no other pure white at so moderate cost. \$1.50 per dozen.

**\*Le Marechal Foch.** A recent sensational introduction from Holland, which I can recommend as very beautiful and attractive. Flowers are unusually large, of very soft delicate pink, quite a number open at once on strong spike. Very early to bloom, strong grower and has come to stay. Very lovely. \$1.00 per dozen.

**Loveliness.** A very lovely variety of creamy white, with delicate glow of rose in the center. Stately spike, with many flowers open. \$1.50 per dozen.

**\*Maidenblush.** A Primulinus Hybrid and one of the most exquisite of them. An exquisite pink with lighter throat. Very dainty flower on graceful spike. Most bulbs make several spikes. Charming for house decoration. \$1.50 per dozen.

**\*Mary Fennell.** Wide-open flower of deep lilac, with throat and blotch of primrose-yellow; a beautiful combination in a beautiful flower. One of Mr. Kunderd's exquisite productions. \$1.50 per dozen.

**\*Mrs. Francis King.** The popular favorite for years. Large flowers of rich flame red with darker throat. Tall, strong spike, frequently branched. Indispensable. 75 cents per dozen. Do not think this poor because the cost is small; it is one of the best introduced.

**\*Mrs. Frank Pendleton.** Always called one of the most beautiful Gladioli. Flowers of white, flushed pink, with crimson blotch. Its production added much to the fame of Mr. A. E. Kunderd. \$1.25 per dozen.

**\*Mrs. Watt.** Glowing American Beauty Rose color. A most lovely sort and best of that color. A beautiful combination with Niagara or other creams, or white. \$1.25 per dozen. Worth more.

**\*Niagara.** Delicate creamy yellow; sometimes tips of petals are flushed or flaked rose. Large, open flowers on strong spike, opening to the extreme tip either in water or growing. Beautiful cut flower and extremely useful in combination with other sorts. Always desirable. \$1.00 per dozen.

**Orange Brilliant.** A striking Primulinus Hybrid. As the name implies, it is a brilliant orange, with lighter tones beautifully blending in throat. Not large, but dainty and attractive. Really priced very low at \$1.00 per dozen.

**\*Panama.** A lovely rose-pink, with a magnificent spike of large flowers. Mrs. Francis King (for whom the flower of that variety was named) says of Panama: "It is the softest and most charming tone of pronounced rose-pink I have ever noticed in a flower." \$1.00 per dozen.

**\*Peace.** A famous variety. Pure white, with lilac feathering on lower petals, which makes it delicately beautiful. Strong grower with very large flowers; a magnificent sort. Late blooming; highly recommended. \$1.00 per dozen.

**\*Pink Perfection.** See inside front cover for description. Be sure to order some.

**Pride of Hillegom.** Our Dutch friends consider this the very best scarlet. It is a brilliant, blazing scarlet, with delicate pencil of white on midrib of lower petals. Very tall spike well filled with flowers. \$2.00 per dozen.

**Primulinus Hybrids.** In these we have a new race, produced from crosses between the small-flowered South African species, Primulinus, and our large-flowered varieties. They show many new colors, from delicate creams and pinks, through various tones of salmon and yellow to orange. "Nasturtium" colors predominate. Rather small flowers, but very graceful and dainty and well adapted to decorative use. Extremely early and free blooming, a bulb often throwing several spikes. Mixture only, 25 for \$1.00.

**Princepine.** A seedling of Princeps, which it resembles, though a lighter scarlet and with a larger and whiter blotch, illuminated by a blue edge. Also more flowers open at once. Early; brilliant and striking as a bedder. \$1.00 per dozen.

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L A K E   S H O R E   D R I V E,   S T.   J O S E P H,   M I C H I G A N

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**\*Princeps.** A famous and very fine hybrid, with Amaryllis-like flowers of rich crimson-scarlet, with creamy white blotch. Does not open many flowers at once, but they are usually exceptionally large and striking. These characteristics, together with its heavy, dark green foliage gracefully drooping, make it unusually desirable as a bedder, and beautiful as a cut flower. Late blooming. \$1.00 per dozen.

**\*Prince of Wales.** One of the most beautiful of the recent introductions which has rapidly risen in popular favor. Large flowers of pure soft golden salmon, melting to throat of soft primrose-yellow. Many open at one time. Strikingly beautiful and very early. Should be in every garden. Do not omit it from your order. \$1.50 per dozen.

**Rosa Lindt.** Very large flowers of deep rose-cerise with large blotch of clear white extending into throat, very striking and unusual. \$2.00 per dozen.

**\*1910 Rose.** You should surely include this in your order. It is a rich bright rose of beautiful color, with pure white line on mid-rib of lower petals. Strong, straight growing and sure blooming, making a fine spike with many open. Early. \$1.50 per dozen.

(Various growers are asking \$2.00 per dozen for this.)

**\*Schwaben.** Clear canary-yellow, lighting to soft sulphur-yellow, with touch of very dark red in throat. Magnificent spike of many large, well-opened flowers. Exceptionally strong and vigorous grower. Very desirable. \$1.00 per dozen.

**\*Unique.** Another beautiful Primulinus. Flowers larger than usual, of a delicate cream, flushed rose, becoming deeper as flowers open. Good straight spikes. Blooms slowly, is therefore good as a bedder and fine for cutting. \$1.00 per dozen.

**\*War.** A rich, blood-red flower of large size. Tall, strong spikes. Late blooming, along with Peace, with which it is fine in combination. You should have some of these two sorts. \$1.50 per dozen.



# “ELIZABETH TABOR”

“A Very Queen Among Gladioli!”

A high class introduction of exceptional beauty, grace and distinction. A sensational novelty, for it **blooms earlier than any other!**

The fact that it will bloom in forty-five to fifty days from planting will make it the leading first early.

It has been universally referred to as

## The Sensation of the Rochester Show

where it was given the Award of Merit of the American Gladiolus Society and won the Vaughan Medal for the best new market variety.

Flowers are very large, and even under ordinary cultivation often reach six inches in width, an astonishing size!

Illustration of the beautiful **ELIZABETH TABOR** on opposite page is **exactly natural size.**

Petals are delicate rosy pink on white ground, lower ones bearing a rich dark crimson blotch which terminates in a diamond of soft yellow. Grows tall, but rarely has a crooked stalk. Flower spike very long, with a number of flowers open at once, gracefully placed.

Mr. E. Stanley Brown says: “This is truly a gloriously beautiful variety. Each petal is in itself a marvel in shading, entrancingly attractive, for each color seems to mystically fade into another. Merits first place in novelties to date.”

Mrs. A. H. Austin, of Ohio, supervisor of judges of the American Gladiolus Society, of long experience as a grower and hybridizer, and herself famed as the originator of the beautiful Gladiolus, “Evelyn Kirtland,” wrote me:

“‘ELIZABETH TABOR’ is certainly a grand variety, and the earliest to bloom. As long as I live I shall never forget how beautiful it was in my garden!”

Dr. A. C. Beal, Director Cornell University Trial Garden wrote: “It is certainly a very fine thing and worthy the Society’s highest award.”

My stock of this fine variety is limited. It is true to name, healthy and grown from the **original stock.** \$1.00 each or \$10.00 per dozen.

## Novelties and Recent Introductions

At the head of the list of new and especially fine sorts I place the beautiful and particularly desirable variety

### “ILLUMINATOR”

The first Gladiolus to be awarded the  
First-Class Certificate of the American Gladiolus Society!

This distinguished honor, the highest in the bestowal of the Society, was given ILLUMINATOR by a committee of nine capable, experienced and well-informed judges.

ILLUMINATOR is a brilliant carmine-red, with a faint suffusion of blue adding to its richness. Practically self, such marking as is perceptible appearing as an intense French-purple blotch. Strong, tall, straight, healthy. Long flower-spike, with many buds perfectly placed. Flowers large to very large, and many open. Not only a beautiful and attractive flower, but very remarkable in its resistance to heat, therefore unsurpassed as a cut flower.

Burmeister & Hartung wrote me:

“Illuminator had the best keeping quality of 65 varieties we tried out.”

Madison Cooper, publisher of “The Flower Grower,” and probably the best generally informed man in America on Gladioli, wrote me:

“You have in my estimation, about **the best red** in ILLUMINATOR. I want that red in my garden for my own satisfaction.”

Dr. Frank E. Bennett, ex-president Ontario Horticultural Society, and president American Gladiolus Society, wrote me a full page letter describing the remarkable endurance of ILLUMINATOR, taken from St. Thomas, Ontario, Trial Garden to the Kalamazoo Show, and after being exhibited there, taken back to Canada without a floret wilted. This during a week of almost unbearable hot weather. It is said to have been the only flower among the thousands there that thus withstood the withering heat. I can only quote in part:

“It is a wonderful red, with a color that ‘gets you’ at first sight; and after you have passed it, you turn to look again. Any Gladiolus that has the remarkable keeping quality under adverse circumstances, and at the same time the splendid color and formation of ILLUMINATOR is certainly worthy of the highest place in the Gladiolus list.”

Stock very limited; large bulbs, \$1.00 each; \$10.00 per dozen.

## “LOUISE”

The exquisite Orchid Gladiolus

Originated by Mr. M. F. Wright, of Michigan

Here is the Orchid Gladiolus. Absolutely unique and an exquisite novelty. It is a bright lavender, faintly suffused pink; throat somewhat lighter; blotch of velvety maroon on lower petals with darker line on midrib; strikingly resembles a Cattleya Orchid. Of sturdy growth; extra large flower, widely opened; a number open at once; splendid for cutting. I want everyone to try Louise, and have made the price 25 cents each; and as a special inducement to try a number of them, offer one dozen for \$2.00. (Not less than six at this rate.) I have some color plates of Louise; you may have one on request.

## “VAUGHAN’S WHITE”

The best white ever introduced.

Not merely because it is an exquisite pure white, but because of its strength and vigor, so often lacking in whites. It receives very high approval of those who know Glads best. Large, well-expanded flowers of great substance: pure white with no markings. Many open, on strong spike. Earlier and larger than Europa. Large bulbs only, 50 cents each.

## KEMP’S “WONDERS”

Two very fine varieties that have excited much admiration at recent shows have been the “Wonders” originated by Mr. J. A. Kemp.

**Pink Wonder** is perhaps the largest pink variety ever introduced: flowers sometimes measure six and one-half inches wide. Color slightly lighter than Panama: delicate yellow shading at base of petals, overlaid with rose feathering.

**White Wonder** is almost as large; pure white without markings; a robust grower and highly desirable in every way.

Price of either variety, 30 cents each; \$2.50 per dozen.

## *Mrs. Austin's Creations*

Famous among the originators of fine Gladioli is Mrs. A. H. Austin, of Ohio, and among the beautiful varieties produced by her are two that have become great favorites.

**\*EVELYN KIRTLAND.** An exceptionally beautiful variety, famous in the Gladiolus world. Very large, wide-opened flowers of light rose, darker at edges, fading to shell-pink at center, with brilliant scarlet blotches on lower petals. Entire flower has glistening lustre. Very tall, graceful spikes, bearing many flowers. I hope every order will include some of these. \$1.50 per dozen.

**Herada.** A pure mauve with darker throat. Unusual color and very fine. Large, massive blooms on good spike. Many open at once. \$1.50 per dozen.

## Kunderd's Productions

In all the world there is no man who has produced so many beautiful varieties as Mr. A. E. Kunderd, of Indiana.

From his long list I have selected four sorts that I know to be beautiful, strong growing and sure blooming and can recommend in every way. (Planting stock of these sorts for sale at special prices.)

**Remembrance.** (K.) Color, beautiful deep rose with throat of carmine rose. Fully ruffled; fine cut flower; early and strong growing. 25 cents each; \$2.50 per dozen.

**Challenger.** (K.) Very large and striking flower of rich velvety red, vigorous grower, sure bloomer. An unusual variety, always greatly admired. 25 cents each; \$2.50 per dozen.

**Tyrian Beauty.** (K.) Magnificent spike of extra large flowers of pure Tyrian rose, nearly American Beauty rose, with upper petals slightly lighter. Tall, strong grower, beautiful and attractive. 30 cents each; \$3.00 per dozen.

**Twilight.** (K.) An exquisite new production, as beautiful as a seashell. Creamy white, flushed pink, with throat of blended pink and yellow. One of the most beautiful Kunderdii. 50 cents each; \$5.00 per dozen.

## “ARABIA”

I am introducing this year and offering for the first time this unusual and distinct novelty.

I exhibited a few spikes at the New York Show last August; they were undersized and in poor condition yet they were remarkable for the attention they attracted.

**ARABIA** has a long spike with many flowers of extremely dark mahogany red, almost black, the buds appearing perfectly black.

Although the darkest of all it retains brilliancy and sheen and is very rich in texture.

If you have **ARABIA** blooming in your garden your visitors will pass by all others to admire “the black one.”

Only a very few for sale. \$1.00 each: \$10.00 per dozen.

## “JACOBA van BEIJEREN”

A recent introduction from Holland and a very fine variety. Large flowers of a beautiful violet self-color, many open at once, well placed on perfect spikes. Strong, tall grower. Recommended very highly. No other of this color compares with it. 50 cents each; \$5.00 per dozen.

## “JEAN du TAILLES”

A queenly new variety, strikingly beautiful and majestic, originated by Lemoine, France. Enormous flowers of rich salmon-rose, with large blotch of deep ox-blood-red. A most conspicuous and attractive sort that will surely please you. 25 cents each; \$2.50 per dozen.

## “MRS. F. C. PETERS”

The production of Eugene N. Fischer, of Massachusetts, and a triumph. This is a very beautiful and greatly admired variety and a conspicuous attraction at the last two shows. Many large flowers of exquisite rose-lilac, with crimson blotch bordered white, resembling an orchid in coloring. Strong, erect growing, long spike. 75 cents each.

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C. R. HINKLE, GLADIOLUS SPECIALIST

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\***Anna Eberius.** The creation of Mr. Richard Diener, the famous hybridizer of California, and one of his best. In great demand and still growing in popularity. The color is new and unusual; a rosy purple (this is not a blue purple); perhaps might be called a raspberry-purple. Throat deeper shade. Flowers large and heavy, well set on fine spikes. 25 cents each; \$2.50 per dozen.

\***CHATEAU THIERRY.** This is the flower that attracted the most attention in the beautiful exhibit of P. Vos & Son, of Kalamazoo, which won the "President's Cup" for best trade display. It is a Vos production, new and uncommon, and was one of the most striking in the show. Large flowers of brilliant scarlet, with red blotch bordered by light yellow. \$1.50 per dozen.

**Glendale.** A recent introduction that has met with favor. A cyclamen-red, somewhat darker than American Beauty. Large flowers on long spike, rich and attractive. 35 cents each.

\***GOLDEN MEASURE.** Absolutely the best yellow. The only variety having a large flower of pure golden yellow without blotch or markings. For years hybridizers have been trying to equal it, but never have. For years it has been expensive; now it is within the reach of all. A splendid large flower of great substance and richest golden yellow, strong growing tall spikes, well filled. It is a delight to the eye. Now, 40 cents each; \$4.00 per dozen.

**Romance.** A striking production by Mr. Kunderd. It is a combination of orange, salmon, rose, red, yellow and blue harmoniously blended into a richly beautiful flower. Very unusual and attractive. 50 cents each.

**Souvenir.** The new Primulinus Hybrid of purest golden yellow. Flowers good size, well opened, many on long spike. Very fine in all respects. 20 cents each; \$2.00 per dozen.

\***White Giant.** Undeniably one of the most exquisite whites, as it has pure white waxy flowers with long, pointed petals, opened and reflexed until it resembles a white lily as much as a Gladiolus. While a little variable, it usually makes good spikes. I cut one from my garden with eight flowers open at once, the bottom one being exactly six inches across. Try this. \$2.00 per dozen.

## QUANTITY

## VARIETY

PRICE

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SEE OTHER SIDE

**ORDER SHEET**

C. R. HINKLE, St. Joseph, Michigan. (Lake Shore Drive)

Enclosed find Money Order for \$            
Draft

for which send following to

Ordinary shipments will be made by Parcel Post, prepaid. Large orders may be sent by Express at Purchaser's expense, but in that event bulbs will be added in compensation.

It sometimes occurs that one or more varieties ordered may not be obtainable. The usual practice in such cases is to substitute other varieties of similar color and of equal or greater value. I would prefer to make no substitutions unless I have your permission. Kindly state below your preference; shall I substitute, if necessary, or shall I refund your money for such items?

# The Gladiolus, The King of Flowers

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Do you grow Gladiolus in your garden? Can you grow the sturdy, beautiful spikes such as you see in your Florist's windows? Do you know what it means to you to save and grow your cormels? Did you ever realize the vast amount of pleasure there is in growing this flower from seed? If you have not realized all these pleasures, is it because of lack of knowledge? There is no secret to them. If you belong to the American Gladiolus Society you will receive its official Magazine which explains all these things and teaches you how to grow them as good as the professional. The Magazine will also teach you the best varieties and the proper colors to grow for different effects and purposes.

Why have nearly three thousand amateurs joined the Society in the past five years? It is "in search of knowledge" and the best place to find it is in the columns of the A. G. S. Official Bulletin which is sent free to members.

The Garden Magazine & Home Builder is published in a 20-acre garden,—a vast experimental station. Here every new plant, new spray and insecticide and new cultural method is tested. The results come to you each month in this reliable, fully illustrated periodical. It helps with every phase of garden work in every kind of a garden.

Beginning with its September issue, this magazine was enlarged, its policy broadened, its name changed to Garden Magazine & Home Builder,—to help with the house as well as with the garden. With more garden material than ever, this is the best garden and home magazine published.

## ***SPECIAL OFFER :***

**Garden Magazine & Home Builder** }  
and }  
**Membership in the A. G. S.** } **\$4.00**

# IF YOU ARE A MEMBER PLEASE HAND THIS TO SOME FRIEND

## *Special Offer*

Garden Magazine &  
Home Builder  
(*yearly rate \$3.00*)

and membership in  
American Gladiolus Society  
(*annual dues \$2.00*)

**BOTH for only \$4.00**

Garden Magazine & Home  
Builder is the most reliable,  
timely and complete guide  
for the garden. Each  
month, it covers the garden  
work for that month.

The A. G. S. will send you its  
Quarterly Magazine, devoted  
solely to Gladiolus.

This combined, unusual  
service will aid with every  
problem of your garden.

Name

Street and No.

City or Town

State

Amateur or Professional

Send your application and \$2.00 to  
**The Sec'y & Treas. JOHN C. DAVIS, 77 South Ave., Rochester, N. Y.**

OFFICERS FOR 1923-24

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*Vice Pres.*, C. E. Lozier, Elyria, Ohio

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F. H. Stevens, Lacona, N. Y.

BECOME A MEMBER OF THE AMERICAN GLADIOLUS SOCIETY

OVER

## As to "Mixtures"

Many catalogs offer bulbs in mixtures. The truth is that most bulbs in mixture are undesirable, being discarded or poor sorts and seedlings not worth naming. It is obvious that good varieties are sold under name, for more money. I am not offering mixtures. I do offer four or six bulbs of a variety at the dozen rate, so you may make a selection from a number of good varieties at moderate cost. If you prefer to have me select them, I will make up Collections, amounting to \$5.00 or more, from those I know to be good and pleasing.

## "The Foot of the Rainbow"

Our place has become known as "The Foot of the Rainbow," which is an exclamation of visitors on beholding the thousands of blooming Gladioli. Located directly on the fine Drive running from Chicago around the eastern shore of Lake Michigan, our Gardens have many welcome visitors.

## *A Word of Warning*

There is a tendency at the present time, among some growers, to offer what they term "blooming sized bulbs" at prices below those at which No. 1 or first size bulbs may be sold.

Such offers may usually be regarded with suspicion.

Many varieties will bloom from very small bulbs, and the blossoms will be very small, the stalks and flower spikes short and the florets few. It takes a fully developed and matured bulb to give first class bloom.

Do not be misled by such offers. Buy of growers who offer bulbs of proper size and quality and are willing to back them up with a guarantee of satisfaction.

My address before the Wisconsin State Horticultural Society, "The Gladiolus; Why and How," giving history of the flower, pronunciation of name, etc., and very complete directions for its propagation and culture, has been published in pamphlet form and a copy will be sent free if requested with an order.

**CULTURAL DIRECTIONS ARE SENT  
WITH EACH ORDER OF BULBS**

# The American Gladiolus Society

Promoting the Culture and Development of the Gladiolus

In this Society will be found the principal growers of the world but its membership is not limited to professionals, as many amateurs and private gardeners enjoy its advantages and pleasures, including the Annual Flower Show, where may be seen all that is worth while in Gladioli.

The Society is growing rapidly. When I was given the honor of its presidency, in 1921, it had 279 members; at the close of my two-year term this had grown to over 1000; now it boasts of 2500 members, and bids fair to pass the 4000 mark within this year.

We now publish our own monthly magazine, the A. G. S. "Official Bulletin," and send it FREE to every member. It is attractive, interesting, and worth more than the cost of a membership.

As the Society grows its opportunity grows for further advancing the cause of the Gladiolus and benefiting its members. Every lover of flowers, and especially of the Gladiolus, should join this Society. I invite you to join us and will be glad to forward your name for enrollment if you will send me one year's dues, \$2.00. Or you may send directly to John C. Davis, our very efficient Secretary and Editor of the "Bulletin," 77 South Avenue, Rochester, N. Y.

If you are already a member, take out a membership for a friend, which will please him and help the Society.

And buy your Bulbs from one whose  
Catalog bears this Insignia:

